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Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

RETAILERS OF THE YEAR PRIDE AWARDS

The lowdown on the winners of the hottest race in retailing

64th Annual
Statistical & Marketing Report
PART I: Five-year tables

The Great American Kitchen

Scoring Big with Computers

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This is the First Issue of the combined magazines
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March 1986
Vol. 28, No. 3

Dealerscope Merchandising

The Marketing Magazine for Consumer Electronics and Major Appliance Retailing

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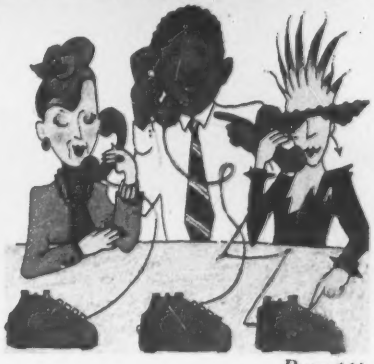

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64th Annual STATISTICAL & MARKETING REPORT

THE data presented in DEALERSCOPE MERCHANDISING's 64th Annual Statistical and Marketing Report has been organized into data on consumer electronics and major appliances and a market profile. This first part of the report contains five-year tables. Subsequent issues of DEALERSCOPE MERCHANDISING will carry further details of the report.

The data is based on information provided by leading manufacturers. The dollar figures cited are not sales figures but rather estimated retail sales figures for the products shipped from factories in 1985.

In mailed questionnaires and in-person and telephone interviews, survey participants were asked to give their best estimates of the percent change in the number of units shipped industrywide for each line of merchandise. For this report, the change requested was for 1985 vs. 1984. Where a potential respondent was not in agreement with the estimate for 1984 (published in MERCHANDISING's March 1985 issue), that informant was asked to provide a "corrected" 1984 figure. Respondents were advised that "shipments" as used in this study include products imported from foreign companies but exclude products exported by U.S. manufacturers.

The number of units shipped in a particular year, therefore, represents the shipments of products available for sale in the U.S.

Readers are cautioned that all information published in this 64th annual report is based on consensus rather than census. The questions asked of respondents referred to their opinions of industrywide changes rather than to individual company performances. None of the manufacturers were asked for the annual changes in their own company's shipments or in retail prices of their own brand of merchandise. Instead, they were asked to indicate how much the overall total shipments had changed percentage-wise, and what changes there were in the average retail prices for the product category on which they were reporting.

The editors are grateful to the many manufacturers and trade associations who provided the benefit of their knowledge. □

CONSUMER ELECTRONICS

5 YEAR TABLES

PRODUCTS	1985 NUMBER SHIPPED (000)	1985 RETAIL VALUE ($000)	1984 NUMBER SHIPPED (000)	1984 RETAIL VALUE ($000)	1983 NUMBER SHIPPED (000)	1983 RETAIL VALUE ($000)	1982 NUMBER SHIPPED (000)	1982 RETAIL VALUE ($000)	1981 NUMBER SHIPPED (000)	1981 RETAIL VALUE ($000)
VIDEO										
TV, B&W, Total†	**3,745**	**367,497**	**5,068**	**518,048**	**5,761**	**613,623**	**5,750**	**625,784**	**5,542**	**615,659**
		5,064	517,085	5,755	612,102	5,738	622,745	5,529	612,300	
			4	963	6	1,521	12	3,039	13	3,359
TV, Color, Total†	**16,894**	**7,250,265**	**15,946**	**7,296,520**	**13,939**	**6,695,209**	**11,377**	**5,640,732**	**11,262**	**5,664,969**
Portable & Table	13,904	5,305,210	12,936	5,239,727	11,131	4,696,503	8,928	3,883,501	8,788	3,880,869
Console & Combo	2,990	1,945,055	3,010	2,056,793	2,808	1,998,706	2,449	1,757,231	2,474	1,784,100
TV, Projection†	**261**	**436,922**	**192**	**346,725**	**142**	**284,924**	**117**	**277,242**	**121**	**271,878**
Videocassette Recorders†	**11,912**		**7,143**	**3,443,679**	**4,020**	**2,302,662**	**2,030**	**1,343,000**	**1,330**	**1,057,058**
Video Cameras	**402**	**266,309**	**484**	**380,347**	**410**	**357,992**	**284**	**265,443**	**186**	**186,309**
Videodisc Players†	**179**	**51,015**	**188**	**54,492**	**312**	**106,392**	**240**	**93,000**	**160**	**80,200**
AUDIO/HIFI										
Autosound, Total†	**22,023**	**1,992,401**	**21,815**	**1,953,264**	**21,132**	**1,850,886**	**20,741**	**1,772,897**	**19,823**	**1,655,596**
UD 8-Track Player	67	1,036	133	3,427	300	11,040	506	22,497	708	34,982
UD 8-Track/Radio Combo	12	297	21	801	78	3,966	163	11,607	208	16,099
ID 8-Track/Radio Combo	181	4,398	362	12,569	819	43,079	1,343	110,905	1,722	152,914
UD Cassette Player	554	37,617	615	45,492	694	58,733	692	57,644	722	56,316
UD Cassette/Radio Combo	371	31,194	426	39,797	519	59,197	556	70,073	607	77,271
ID Cassette/Radio Combo	4,030	788,711	3,932	754,433	3,641	675,624	3,328	572,849	2,899	485,409
Radios Only (Retrofit)	867	80,952	932	94,384	975	104,150	1,057	112,687	1,082	120,492
Car Speakers (In Pairs)	15,162	979,465	14,635	936,055	13,427	833,817	12,479	759,722	11,303	662,921
Equalizers	779	68,731	759	66,306	679	61,280	617	54,913	572	49,192
Components, Total†	**8,800**	**1,653,444**	**8,378**	**1,509,777**	**8,599**	**1,518,149**	**8,192**	**1,474,749**	**8,431**	**1,561,173**
Receivers	1,533	393,981	1,553	391,356	1,550	390,213	1,421	380,970	1,440	419,746
Amps and Pre-Amps	344	150,790	351	152,633	360	166,869	365	166,217	358	173,058
Tuners	193		198		221		201		193	
Turntables (Excluding OEM)	1,442	172,059	1,696	213,018	2,120	280,285	2,239	314,214	2,304	321,754
Speakers (Components Only)	3,345	473,786	3,302	464,922	3,237	452,144	2,970	418,206	3,197	453,814
Equalizers	185	22,187	188	22,960	186	23,179	160	19,840	155	19,375
Compact Disc Players	850	264,350	200	103,600	45	33,300	**	**	**	**
Tape Decks, Total	**908**	**176,291**	**890**	**16,288**	**880**	**172,159**	**836**	**175,302**	**784**	**173,426**
Cassette	836	155,613	816	138,084	775	141,019	707	137,292	634	129,596
8-Track	25	3,081	26	3,236	39	5,004	49	6,570	60	8,466
Open Reel	47	17,597	48	19,968	66	26,136	80	31,440	90	35,370
Cartridges (Excluding OEM)	**3,047**	**94,000**	**3,585**	**114,003**	**3,774**	**122,466**	**3,629**	**117,543**	**3,699**	**115,409**
Headphones	**3,167**	**134,217**	**3,090**	**133,612**	**2,809**	**125,225**	**2,584**	**114,058**	**2,241**	**113,041**
Compact Systems, Total†	**2,538**	**483,828**	**2,565**	**490,619**	**2,748**	**549,822**	**2,966**	**583,753**	**3,578**	**692,764**
Cassette Bimode	87	15,946	92	17,295	76	13,607	83	14,890	77	15,015
8-Track Player Bimode	38	3,362	76	7,079	88	8,628	134	13,137	248	25,594
8-Track Player Trimode***	122	13,651	204	24,027	277	34,342	409	50,708	572	74,646
8-Track Recorder Bimode	48	4,557	96	9,348	107	10,966	158	16,276	274	29,099
Changer Bimode***	83	8,116	104	10,430	102	10,768	160	16,891	200	23,460
8-Track Recorder Trimode***	218	29,456	256	36,411	364	56,893	457	71,790	783	125,515
Cassette Trimode***	1,739	361,242	1,512	330,614	1,500	354,585	1,337	341,684	1,176	328,457
Cassette Quadmode***	203	47,498	225	55,415	234	60,033	228	58,377	248	70,978
Personal Portable Stereos, Total	**6,972**		**7,156**	**	**6,253**	**	**5,652**	**	**	**
Cassette Only	3,289		3,575	**	3,250	**	2,910	**	**	**
Cassette and Radio	2,901		2,836	**	2,300	**	2,146	**	**	**
Radio Only	782		745	**	703	**	596	**	**	**

*Not brokenout separately
**Category not reported
***Includes Changer
‡See Highlights charts for further breakdown
‡‡All units include stereo radio
‡‡‡Excludes personal headphone type

CONSUMER ELECTRONICS

5 YEAR TABLES

PRODUCTS	1985 NUMBER SHIPPED (000)	1985 RETAIL VALUE ($000)	1984 NUMBER SHIPPED (000)	1984 RETAIL VALUE ($000)	1983 NUMBER SHIPPED (000)	1983 RETAIL VALUE ($000)	1982 NUMBER SHIPPED (000)	1982 RETAIL VALUE ($000)	1981 NUMBER SHIPPED (000)	1981 RETAIL VALUE ($000)
AUDIO/HIFI Continued										
Portable Tape Equipment, Total†	**27,934**	**1,344,798**	**27,494**	**1,335,613**	**28,903**	**1,441,226**	**28,050**	**1,474,088**	**28,093**	**1,587,512**
Cassette Recorders	12,544	416,712	12,800	436,096	16,000	605,600	15,817	642,328	16,025	692,280
8-Track Players/Recorders	308	11,408	385	15,843	481	20,620	704	31,772	867	41,182
Radio/Cassette Combinations	14,432	882,228	13,745	853,015	11,880	784,318	11,000	768,460	10,700	823,900
Microcassette Recorders	650	34,450	564	30,659	542	30,688	529	31,528	501	30,150
Racked Systems	**877**	**527,858**	**810**	**492,456**	**540**	**358,020**	**	**	**	**
Radios, Total†	**27,528**	**808,136**	**27,391**	**822,651**	**28,188**	**863,298**	**26,518**	**819,094**	**27,881**	**863,475**
Table	718	24,764	728	27,897	762	30,739	768	31,296	986	41,215
Portable†††	17,435	401,528	17,132	409,797	18,225	449,429	17,161	419,072	17,493	424,555
Clock	9,375	381,844	9,531	384,957	9,201	383,130	8,589	368,726	9,402	397,705
ELECTRONICS FURNITURE										
Electronics Furniture, Total†	**6,260**	**929,612**	**5,920**	**829,524**	**5,168**	**668,009**	**4,628**	**556,868**	**4,144**	**487,334**
Audio (components)	975	154,440	959	150,400	887	139,108	820	125,485	863	129,500
Audio/Video Centers	201	83,636	173	69,351	149	56,885	145	54,705	127	44,432
Home Computer Tables	838	150,094	680	119,762	400	62,620	150	23,250	50	7,500
Microwave Oven Carts	839	120,992	766	109,048	651	88,263	611	80,223	575	71,875
Stereo Carts	80	4,906	98	5,889	119	7,627	132	8,525	160	10,830
Television Carts	2,505	231,637	2,551	233,544	2,332	205,682	2,172	182,411	2,088	167,043
TV/VCR/Vdieodisc Player Carts	730	180,617	574	137,215	460	99,604	331	68,912	281	56,154
Videogame Carts	92	3,350	119	4,315	170	8,220	267	13,357	**	**
PERSONAL ELECTRONICS										
Calculators, Total†	**33,166**	**512,016**	**31,400**	**945,726**	**30,895**	**925,351**	**29,030**	**902,240**	**28,260**	**831,840**
Hand-Held	27,825	465,512	26,500	471,700	26,023	458,694	24,492	456,265	23,905	409,481
Desk-Top	5,341	46,504	4,900	474,026	4,872	466,657	4,538	445,975	4,355	422,359
Electronic Typewriters	**850**	**185,300**	**650**	**154,050**	**350**	**109,200**	**	**	**	**
Radar Detectors†	**1,227**	**186,786**	**942**	**136,967**	**710**	**109,823**	**608**	**104,497**	**518**	**87,542**
Radios, Citizens Band, Total	**1,729**	**134,592**	**1,637**	**125,834**	**1,592**	**124,561**	**1,498**	**122,032**	**1,522**	**125,878**
Base Units	152	14,425	160	16,034	155	15,850	161	16,382	162	17,350
Mobile Units	1,577	120,167	1,477	109,800	1,437	109,011	1,337	105,650	1,360	108,528
Radios, Specialty, Total	**8,166**		**8,279**	**	**8,107**	**	**8,498**	**	**8,980**	**
Multi-Band	6,191		6,402	**	6,258	**	6,594	**	7,022	**
Weather-Band	1,055		1,066	**	1,069	**	1,075	**	1,038	**
Scanners	920		811	**	780	**	829	**	920	**
Watches, Quartz, Total	**55,162**	**1,848,532**	**53,947**	**1,769,564**	**54,939**	**1,732,271**	**	**	**	**
Digital	18,074	311,234	21,697	415,064	24,939	502,271	24,274	611,219	23,595	625,268
Analog	37,088	1,531,298	32,250	1,354,500	30,000	1,230,000	**	**	**	**
TELEPHONE EQUIPMENT										
Cellular			**85**	**161,500**	**	**	**	**	**	**
Corded Telephones†	**22,403**	**982,670**	**22,930**	**894,437**	**15,058**	**1,167,591**	**5,521**	**471,939**	**3,155**	**289,395**
Cordless Telephones	**4,076**	**380,046**	**5,500**	**598,400**	**4,488**	**610,368**	**987**	**167,790**	**422**	**
Telephone Answering Devices†	**3,306**	**371,165**	**2,628**	**298,015**	**2,094**	**263,844**	**868**	**131,936**	**697**	**111,520**

CONSUMER ELECTRONICS

5 YEAR TABLES

PRODUCTS	1985 NUMBER SHIPPED (000)	1985 RETAIL VALUE ($000)	1984 NUMBER SHIPPED (000)	1984 RETAIL VALUE ($000)	1983 NUMBER SHIPPED (000)	1983 RETAIL VALUE ($000)	1982 NUMBER SHIPPED (000)	1982 RETAIL VALUE ($000)	1981 NUMBER SHIPPED (000)	1981 RETAIL VALUE ($000)
COMPUTERS & VIDEOGAMES										
Personal Computers†	**4,025**		**5,000**	**	**4,500**	**	**1,950**	*	**750**	**
SOFTWARE										
AUDIO										
Blank Audiotape, Total†			**271,025**	**647,348**	**263,501**	**654,468**	**251,781**	**639,419**	**246,393**	**629,125**
Cassette	266,168	569,600	260,969	584,571	251,855	586,822	236,344	562,499	228,147	542,990
VIDEO										
Blank Videotape, Total†	**156,088**	**1,132,481**	**98,353**	**924,891**	**61,690**	**725,204**	**38,423**	**551,931**	**26,711**	**409,649**
Beta	27,897	209,506	25,392	224,465	15,870	175,364	12,207	158,691	9,361	128,058
VHS	128,191	922,975	72,961	700,426	45,820	549,840	26,216	393,240	17,350	281,591
Prerecorded Videotape, Total†	**43,100**	**1,913,259**	**19,690**	**962,970**	**9,606**	**520,655**	**6,510**	**407,218**	**5,172**	**379,928**
Beta	7,430	300,618	4,922	221,224	2,633	131,492	1,960	113,288	1,643	111,724
VHS	35,670	1,612,641	14,768	741,746	6,973	389,163	4,550	293,930	3,529	268,204
COMPUTER										
Blank Floppy Disks	**205,063**		**241,250**	**	**193,000**	**	**119,000**	**	**	**
VIDEOGAME			51,250	765,163	68,320	1,699,802	61,000	1,525,000	36,000	972,000
Satellite Earth Stations	630	1,386,000	450	1,309,500	68,320	1,699,802	61,000	1,525,000	36,000	972,000

*Not brokenout separately
**Category not reported
***Includes Changer
‡See Highlights charts for further breakdown
‡‡All units include stereo radio
‡‡‡Excludes personal headphone type

IMPORTS

VIDEO

Products**	1985*	1984	1983	1982
Antennas, TV	6,532 $8,525	8,855 $12,536	10,615 $11,194	13,816 $15,678
B&W TV (10 inch & under)	1,589 $85,801	1,431 $96,280 $48,584	674 $54,357	752
B&W TV (11-17 inches)	2,511 $115,292	3,788 $170,128	3,772 $175,705	3,843 $206,054
B&W TV (18 inches & over)	88 $14,112	121 $16,978	203 $21,496	142 $15,435
Color TV (10 inch & over)	740 $110,765	566 $89,517	431 $69,264	371 $66,714
Color TV (11-17 inches)	2,776 $383,067	3,091 $451,155	2,316 $339,622	1,031 $202,875
Color TV (18 inches & over)	4,630 $471,368	2,711 $482,038	2,017 $339,563	746 $214,122

Product**	1985*	1984	1983	1982
TV, Total	12,334 $1,180,405	11,714 $1,306,726	9,413 $999,234	6,885 $759,557
Videotape Recorders	16,765 $4,304,000	9,387 $2,862,407	4,765 $1,615,473	2,469 $1,047,910
Home Video Camera, B&W	196 $52,044	119 $38,503	80 $21,139	84 $17,255
Home Video Camera, Color	690 $367,384	730 $395,429	398 $228,081	403 $229,232
Picture Tubes, B&W	648 $19,324	435 $16,957	337 $9,105	889 $13,175
Picture Tubes, Color	1,711 $84,675	793 $46,466	674 $38,640	627 $38,602

*Projection based on 10 months.
**All figures in thousands, number of units imported. Dollars paid by importers excluding duty, etc.
SOURCE: U.S. Dept. of Commerce Bureau of the Census.

IMPORTS Continued

AUDIO

Products**	1985*	1984	1983	1982
Antennas, CB	696 $3,102	632 $3,315	843 $4,136	754 $3,040
Antennas, Radio	9,844 $46,182	9,745 $52,203	10,668 $36,448	9,399 $29,224
Loudspeakers	64,237 $365,889	44,290 $278,226	57,693 $222,658	69,335 $231,608
Microphones	2,175 $26,925	2,249 $25,240	4,444 $20,166	5,651 $21,552
Audio Frequency Electric Amplifiers	4,519 $263,473	3,628 $188,879	4,697 $155,950	5,562 $145,387
Headphone/Electric Sound Amplifier Sets	26,395 $101,976	30,199 $119,357	16,363 $67,939	13,023 $44,324
Auto Transistor Radios	2,941 $208,783	539 $30,665	1,986 $109,975	1,834 $98,145
Clock Transistor Radios	13,031 $156,914	15,571 $196,932	12,121 $163,791	8,433 $115,004
AM Trans. Radios (Not Battery Operated	695 $28,706	867 $15,195	612 $13,250	606 $21,931
AM Trans. Radios (Battery Operated)	4,854 $25,238	5,784 $30,328	4,530 $14,497	4,847 $16,229
FM AM/FM Multiband Transistor Radios (Not Battery Operated)	3,358 $190,007	3,007 $192,642	2,467 $174,260	2,150 $167,914
FM AM/FM Multiband Transistor Radios (Battery Operated)	22,277 $205,154	23,657 $230,516	18,908 $201,631	17,708 $222,143
Radios, Total	47,156 $814,802	49,425 $686,278	40,624 $677,404	35,578 $641,366
Radio/Phone Combos (Including Consoles)	56 $3,668	49 $2,334	46 $2,242	42 $1,363
Radio/Phono/Tape Player Combos (Tape Player Trimode)	1,795 $118,272	420 $29,611	338 $23,547	303 $25,857
Automatic Record Changer	285 $14,305	175 $3,500	390 $4,889	1,212 $19,123
Stereo Phonos	354 $19,653	247 $14,990	105 $9,024	96 $8,503
Automatic Turntables	1,380 $74,248	861 $48,343	715 $40,286	672 $43,017
Turntables Other	2,620 $233,805	2,002 $152,183	1,838 $96,596	1,554 $72,967
Transceivers/CB	1,461 $48,248	1,151 $41,668	864 $31,498	1,359 $50,877
Tape Players Auto	2,240 $64,375	2,632 $69,504	3,168 $70,286	2,561 $66,746
Tape Players Other	5,918 $106,134	6,155 $112,734	4,394 $89,836	3,741 $118,085
Tape Recorders, Stereo (Cassette/Cartridge)	2,389 $170,406	2,174 $169,645	2,757 $202,145	2,313 $184,250
Tape Recorders, Stereo (Open Reel)	54 $10,035	46 $7,856	71 $10,263	64 $17,104
Tape Recorders, Mono (Cassette/Cartridge)	1,030 $39,918	1,812 $63,529	1,740 $62,061	931 $52,647
Tape Recorders, Mono (Open Reel)	18 $4,999	23 $10,311	16 $6,958	31 $10,114
Tape Recorders, Battery (Cassette/Cartridge)	2,750 $111,277	3,891 $133,474	4,621 $124,280	6,323 $154,662
Tape Recorders, Battery (Open Reel)	74 $20,161	56 $16,490	57 $14,381	169 $13,733
Radio-Tape Recorder Combos	17,393 $704,773	15,474 $680,987	11,260 $533,633	10,491 $535,425
Radio-Tape Player Combos	425,909 $1,346,305	20,414 $1,029,316	13,478 $664,854	10,375 $525,852
Total Tape Recorders/Players	49,617 $2,407,874	52,677 $2,293,906	41,562 $1,778,697	36,999 $1,678,708

EXPORTS

HOME ELECTRONICS

Product**	1985*	1984	1983	1982
Radios	1,251 $84,867	1,300 $106,953	1,021 $85,094	1,171 $83,240
TV, B&W	115 $12,700	79 $8,044	52 $6,770	138 $16,634
TV, Color	273 $88,003	267 $92,632	237 $83,804	382 $139,334
TV Chassis & Kits	3,037 $85,466	3,556 $95,539	3,173 $96,331	1,841 $64,610
TV, Total	3,425 $186,169	3,902 $196,215	3,462 $186,905	2,361 $220,578
Tape Recorders & Players	42 $11,375	52 $10,835	27 $10,240	109 $18,188

*Projection based on 10 months
**All figures in thousands, number of units exported. Manufacturers value plus freight and insurance.

MARKET PROFILES

RESIDENTIAL 3rd Quarter '85	Number	Percent Change 3rd QTR.
New England	**4,818,404**	**+2.0**
Conn.	1,198,689	+1.8
Maine	503,810	+2.3
Mass.	2,115,344	+1.7
New Hamp.	416,551	+4.7
Rhode Is.	354,465	+1.6
Vermont	229,545	+2.1
Middle Atlantic	**12,972,032**	**+1.2**
New Jersey	2,670,519	+1.8
New York	5,943,312	+1.1
Pennsylvania	4,358,201	+1.0
East No. Central	**15,464,541**	**+0.7**
Illinois	4,153,862	+0.3
Indiana	2,058,978	+0.8
Michigan	3,405,224	+0.9
Ohio	3,971,209	+0.8
Wisconsin	1,875,268	+1.0
West No. Central	**6,811,980**	**+1.2**
Iowa	1,112,428	+0.1
Kansas	971,359	+1.6
Minnesota	1,605,967	+1.4
Missouri	1,958,587	+1.7
Nebraska	633,880	+1.2
North Dakota	256,938	+0.7
South Dakota	242,819	+1.1
South Atlantic	**15,587,162**	**+3.2**
Delaware	240,989	+2.0
D.C.	180,214	+1.2
Florida	4,895,536	+4.0
Georgia	2,270,050	+3.1
Maryland	1,517,707	+3.1
No. Carolina	2,468,662	+3.2
So. Carolina	1,267,004	+2.7
Virginia	2,022,932	+3.0
West Virginia	726,066	+0.3
East So. Central	**5,688,804**	**+2.0**
Alabama	1,518,537	+1.9
Kentucky	1,386,203	+1.3
Mississippi	954,245	+1.9
Tennessee	1,827,819	+2.5
West So. Central	**9,959,186**	**+2.3**
Arkansas	935,879	+1.6
Louisiana	1,612,828	+1.1
Oklahoma	1,342,209	+0.5
Texas	6,068,270	+3.2
Mountain	**4,776,314**	**+2.8**
Arizona	1,158,095	+4.5
Colorado	1,299,149	+2.8
Idaho	385,578	+0.8
Montana	335,277	+0.9
Nevada	365,930	+4.0
New Mexico	516,445	+2.7
Utah	514,809	+2.6
Wyoming	201,031	+0.2
Pacific	**12,530,177**	**+2.9**
Alaska	170,609	+5.3
California	9,186,374	+2.8
Hawaii	281,855	+1.3
Oregon	1,067,549	+0.2
Washington	1,823,790	+5.3
TOTAL U.S.A.	**88,610,598**	**+2.0**

FARM RESIDENTIAL	Number	Percent Change 85/84
New England	**28,450**	**−4.0**
Conn.	3,750	−11.8
Maine	7,700	−2.5
Mass.	5,950	−1.7
New Hamp.	3,360	−2.6
Rhode Is.	740	0.0
Vermont	6,950	−4.1
Middle Atlantic	**110,580**	**−3.2**
New Jersey	8,610	−7.4
New York	44,550	−6.2
Pennsylvania	57,420	+0.1
East No. Central	**401,830**	**−2.7**
Illinois	89,000	−6.4
Indiana	80,200	−1.2
Michigan	62,350	0.0
Ohio	88,110	−1.1
Wisconsin	82,170	−3.5
West No. Central	**518,410**	**−2.6**
Iowa	109,900	−1.7
Kansas	71,200	−2.7
Minnesota	95,050	−5.0
Missouri	113,850	−1.7
Nebraska	58,410	−1.7
North Dakota	33,500	−5.5
South Dakota	36,500	0
South Atlantic	**286,150**	**−3.1**
Delaware	3,450	−2.8
D.C.	—	—
Florida	38,600	−2.5
Georgia	49,500	−2.0
Maryland	17,800	+1.1
No. Carolina	75,250	−3.8
So. Carolina	27,150	−1.8
Virginia	54,450	−3.5
West Virginia	19,950	−7.9
East So. Central	**296,970**	**−0.0**
Alabama	53,450	0.0
Kentucky	99,000	−1.0
Mississippi	47,500	−4.0
Tennessee	97,020	+3.2
West So. Central	**337,270**	**−2.4**
Arkansas	52,400	−3.7
Louisiana	35,150	−1.4
Oklahoma	70,220	−4.1
Texas	179,500	−1.6
Mountain	**119,640**	**−0.8**
Arizona	7,800	+2.6
Colorado	26,300	−0.9
Idaho	24,350	0.0
Montana	23,250	−1.7
Nevada	2,290	−6.5
New Mexico	13,000	−1.1
Utah	13,750	−0.7
Wyoming	8,900	−1.1
Pacific	**156,780**	**+0.4**
Alaska	660	+4.8
California	78,200	+1.3
Hawaii	4,150	+2.5
Oregon	36,150	−1.4
Washington	37,620	+0.1
TOTAL U.S.A.	**2,256,080**	**−2.1**

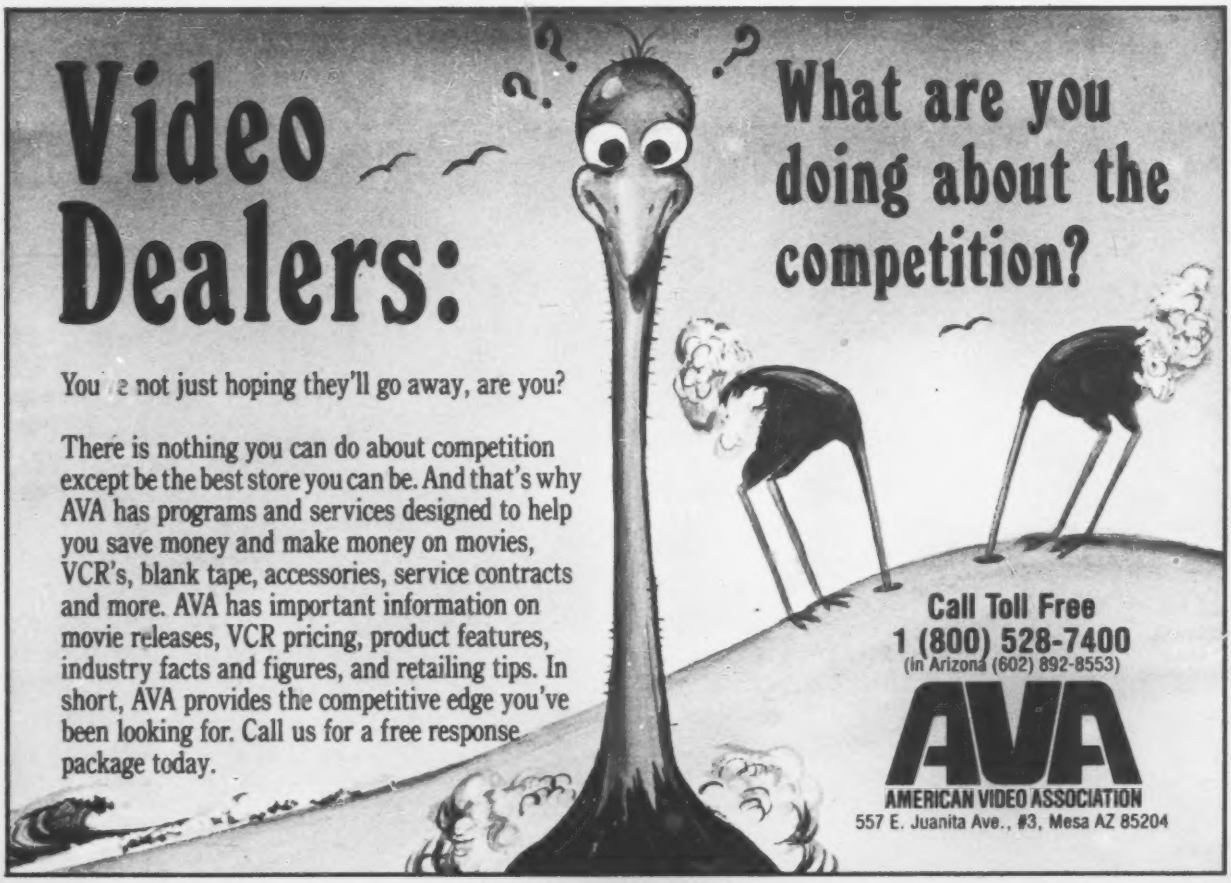
HOUSING PERMITS *projected 9 months*	Number	Percent Change 85/84
New England	**101,030**	**+38.6**
Conn.	24,204	+35.9
Maine	8,580	+30.6
Mass.	40,212	+37.3
New Hamp.	19,516	+76.6
Rhode Is.	5,075	+19.8
Vermont	3,443	−12.4
Middle Atlantic	**178,349**	**+38.9**
New Jersey	61,687	+40.1
New York	67,348	+50.1
Pennsylvania	49,314	+24.7
East No. Central	**153,223**	**+22.7**
Illinois	37,936	+25.7
Indiana	20,632	+8.6
Michigan	38,937	+39.7
Ohio	35,335	+17.5
Wisconsin	20,383	+14.7
West No. Central	**85,701**	**−2.4**
Iowa	6,082	−15.5
Kansas	13,499	−19.3
Minnesota	27,953	+4.7
Missouri	28,194	+12.7
Nebraska	4,831	−16.5
North Dakota	2,691	−15.5
South Dakota	2,451	−23.9
South Atlantic	**495,100**	**+3.1**
Delaware	4,006	−8.2
D.C.	545	+38.6
Florida	204,432	−0.3
Georgia	70,640	+0.5
Maryland	43,216	+12.1
No. Carolina	76,968	+22.1
So. Carolina	33,086	−8.3
Virginia	60,848	+5.8
West Virginia	1,359	−37.4
East So. Central	**79,641**	**+3.0**
Alabama	18,215	+18.6
Kentucky	13,369	+0.7
Mississippi	8,042	−30.9
Tennessee	40,015	+7.9
West So. Central	**179,532**	**−30.0**
Arkansas	9,488	−3.2
Louisiana	19,145	−31.9
Oklahoma	10,133	−55.8
Texas	140,766	−28.0
Mountain	**154,993**	**−15.1**
Arizona	73,077	−7.8
Colorado	33,011	−25.6
Idaho	4,420	+2.6
Montana	1,714	−39.6
Nevada	13,050	−5.9
New Mexico	11,683	−29.3
Utah	16,861	−14.4
Wyoming	1,177	−28.6
Pacific	**322,363**	**+16.8**
Alaska	4,222	−34.9
California	266,993	+18.4
Hawaii	6,697	+22.9
Oregon	10,616	+31.8
Washington	33,835	+11.3
TOTAL U.S.A.	**1,749,932**	**+3.8**

MARKET PROFILES Continued

PERSONAL INCOME
projected for '85

	Amount In Millions of $	Percent Change 85/84
New England	**194,200**	**+6.2**
Conn.	55,900	+6.6
Maine	13,100	+4.8
Mass.	92,100	+7.2
New Hamp.	14,100	+9.6
Rhode Is.	13,100	+5.8
Vermont	6,000	+5.3
Middle Atlantic	**546,500**	**+5.6**
New Jersey	123,900	+6.7
New York	269,200	+5.9
Pennsylvania	153,400	+4.3
East No. Central	**550,700**	**+4.0**
Illinois	163,000	+2.6
Indiana	67,300	+4.4
Michigan	121,500	+6.5
Ohio	138,900	+4.5
Wisconsin	60,000	+0.8
West No. Central	**222,200**	**+1.5**
Iowa	34,200	−1.8
Kansas	32,600	+1.1
Minnesota	56,900	+3.7
Missouri	63,800	+4.7
Nebraska	19,600	−1.0
North Dakota	7,900	−6.3
South Dakota	7,200	−6.8
South Atlantic	**512,300**	**+5.8**
Delaware	8,700	+4.0
D.C.	11,300	+5.8
Florida	148,800	+5.8
Georgia	71,600	+6.2
Maryland	67,300	+6.9
No. Carolina	69,900	+4.3
So. Carolina	35,100	+5.0
Virginia	79,900	+6.8
West Virginia	19,700	+2.8
East So. Central	**155,500**	**+3.5**
Alabama	41,700	+4.3
Kentucky	39,200	+1.9
Mississippi	22,800	+0.4
Tennessee	51,800	+5.3
West So. Central	**323,700**	**+3.8**
Arkansas	23,300	+1.7
Louisiana	49,200	+1.5
Oklahoma	38,900	+1.2
Texas	212,300	+5.2
Mountain	**155,400**	**+4.7**
Arizona	39,000	+7.7
Colorado	45,600	+3.3
Idaho	10,100	+0.1
Montana	8,900	+2.0
Nevada	12,900	+6.3
New Mexico	15,400	+4.8
Utah	16,900	+4.7
Wyoming	6,600	+4.5
Pacific	**506,000**	**+5.2**
Alaska	8,800	+2.6
California	393,600	+5.9
Hawaii	14,000	+3.0
Oregon	32,000	+2.9
Washington	57,600	+3.1
TOTAL U.S.A.	**3,183,400**	**+5.3**

(1) Edison Electric Institute
(2 U.S. Dept. of Agriculture
(3) U.S. Dept. of Commerce — Housing Units Authorized by Building Permits and Public Contracts.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THE data presented here represents the appliance portion of DEALERSCOPE MERCHANDISING's 64th Annual Statistical and Marketing Report. This first part of the report contains five-year tables. Subsequent issues of DEALERSCOPE MERCHANDISING will contain more details of the report.

The data is based on information provided by leading manufacturers. The dollar figures cited are not sales figures but rather estimated retail sales figures for the products shipped from factories in 1985.

The number of units shipped in a particular year represents the shipments of products available for sale in the U.S.

Information published in this report is based on consensus rather than census. The questions asked of respondents referred to their opinions of industrywide changes rather than to individual company performances. Respondents were asked to indicate how much the overall total shipments had changed percentage-wise, and what changes there were in the average retail prices for the product category on which they were reporting.

MAJOR APPLIANCES

5 YEAR TABLES

PRODUCTS	1985 NUMBER SHIPPED (000)	1985 RETAIL VALUE ($000)	1984 NUMBER SHIPPED (000)	1984 RETAIL VALUE ($000)	1983 NUMBER SHIPPED (000)	1983 RETAIL VALUE ($000)	1982 NUMBER SHIPPED (000)	1982 RETAIL VALUE ($000)	1981 NUMBER SHIPPED (000)	1981 RETAIL VALUE ($000)
AIR TREATMENT										
Air Cleaners, Electronic, Total	226	98,710	220	94,732	196	82,032	178	72,354	230	90,955
Portable (room type)*	70	20,707	69	20,050	61	17,209	55	15,455	65	17,563
Central and Duct-mounted	156	78,003	151	74,682	135	64,823	123	56,899	165	73,392
Air Conditioners, Room†	2,900	1,285,860	2,929	1,293,534	1,829	804,522	2,505	1,069,843	3,236	1,301,512
Dehumidifiers	586	106,265	587	107,198	437	79,643	435	77,776	531	90,437
Total Air Treatment	3,712	1,490,835	3,736	1,495,464	2,462	966,197	3,118	1,219,973	3,997	1,482,904
KITCHEN APPLIANCES										
Dishwashers, Total†	3,512	1,416,284	3,428	1,367,743	3,054	1,205,383	2,181	846,096	2,573	952,263
Portable	249	106,059	245	102,310	267	113,771	235	98,754	313	124,086
Undercounter & Other	3,263	1,310,225	3,183	1,265,433	2,787	1,091,612	1,946	747,342	2,260	828,177
Disposers, Food Waste†	4,068	468,715	4,052	465,939	3,514	395,009	2,693	293,052	3,067	320,930
Freezers, Total (10 cu. ft. & over)†	1,140	546,095	1,114	544,515	1,166	568,077	1,290	621,105	1,589	723,635
Chest	585	269,311	572	268,697	617	289,256	719	335,399	891	393,216
Upright	555	276,784	542	275,818	549	278,821	571	285,706	698	330,419
Microwave Ovens, Total†	10,633	3,468,407	9,020	3,262,151	6,006	2,586,182	4,201	1,979,006	4,575	2,275,349
Countertop	9,163	2,594,870	7,700	2,422,882	4,951	1,832,811	3,334	1,327,098	4,104	1,789,344
Over-the-range	900	348,345	783	336,807	570	281,757	460	250,978		
Combination Units	314	322,885	309	317,496	290	297,420	245	247,930	303	316,355
Microwave/Convection	256	202,307	228	184,966	195	174,194	162	153,000	168	169,650
Ranges, Electric, Total†	3,218	1,517,307	3,164	1,476,969	2,839	1,299,044	2,041	901,755	2,413	1,026,028
Freestanding††	2,550	1,216,707	2,503	1,182,467	2,210	1,021,573	1,590	706,707	1,852	799,188
All Other††	668	300,600	661	294,502	629	277,471	451	195,048	561	226,840
Ranges, Gas, Total†	1,807	821,371	1,736	785,236	1,578	694,995	1,383	584,773	1,501	619,473
Freestanding, Set-In††	1,620	710,143	1,536	666,655	1,395	588,969	1,220	493,844	1,306	513,258
High Oven	86	63,038	93	68,033	87	61,910	78	53,371	96	63,744
Built-In††	101	48,190	107	50,548	96	44,116	85	37,558	99	42,471
Ranges, Smoothtop	86	55,847	94	60,437	104	65,879	103	63,654	134	80,400
Refrigerators (6.5 cu. ft. & over)†	5,874	4,121,081	5,731	4,000,754	5,255	3,607,137	4,365	2,937,470	4,997	3,227,262
Trash Compactors†	175	55,312	178	55,159	152	46,406	145	42,689	171	48,843
– Duplication†††	–400	–378,732	–403	–377,933	–394	–363,299	–348	–311,584	–437	–396,755
Total Kitchen Appliances	30,113	12,091,687	28,114	11,640,970	23,274	10,104,813	18,054	7,958,016	20,583	8,877,428

MAJOR APPLIANCES

5 YEAR TABLES

PRODUCTS	1985 NUMBER SHIPPED (000)	1985 RETAIL VALUE ($000)	1984 NUMBER SHIPPED (000)	1984 RETAIL VALUE ($000)	1983 NUMBER SHIPPED (000)	1983 RETAIL VALUE ($000)	1982 NUMBER SHIPPED (000)	1982 RETAIL VALUE ($000)	1981 NUMBER SHIPPED (000)	1981 RETAIL VALUE ($000)
HOME LAUNDRY										
Dryers, Total (25" or more in width)†	**3,701**	**1,325,534**	**3,484**	**1,259,351**	**3,111**	**1,102,076**	**2,612**	**897,860**	**2,892**	**921,090**
Electric	2,871	1,011,080	2,734	972,566	2,456	856,530	2,026	682,681	2,221	692,950
Gas	830	314,454	750	286,785	655	245,546	586	215,179	671	228,140
Washers, Total (25" or more in width)†	**4,925**	**2,230,502**	**4,711**	**2,154,404**	**4,315**	**1,931,793**	**3,791**	**1,640,534**	**4,195**	**1,676,135**
Automatic & Semi-Auto	4,888	2,220,423	4,673	2,144,206	4,264	1,918,160	3,714	1,620,492	4,081	1,648,724
Wringer & Spinner	37	10,079	38	10,198	51	13,633	77	20,042	114	27,411
Total Home Laundry	**8,626**	**3,556,036**	**8,195**	**3,413,755**	**7,426**	**3,033,869**	**6,403**	**2,538,394**	**7,087**	**2,597,225**
COMPACT APPLIANCES										
Refrigerators (Under 6.5 cu. ft.)	**783**	**167,241**	**602**	**126,059**	**568**	**116,605**	**493**	**99,714**	**534**	**103,852**
Freezers (Under 10 cu. ft.)	**237**	**73,055**	**247**	**77,691**	**242**	**74,626**	**225**	**69,593**	**291**	**87,300**
Washers (24" or less in width)	**303**	**92,236**	**293**	**88,310**	**278**	**83,622**	**252**	**74,315**	**284**	**82,110**
Dryers (24" or less in width)	**189**	**66,394**	**183**	**63,649**	**171**	**59,238**	**166**	**56,379**	**206**	**66,950**
Total Compact Appliances	**1,512**	**398,926**	**1,325**	**355,709**	**1,259**	**334,091**	**1,136**	**300,001**	**1,315**	**340,212**

*Retailing for $200 or more
**Not broken out separately

†See Highlights charts for further breakdown
††Includes microwave oven combinations
†††Microwave oven combinations and Smoothtop ranges

EXPORTS

Product**	1985*	1984	1983	1982
Dishwashers	34 $11,703	62 $15,330	63 $15,409	52 $13,146
Dryers	44 $12,623	53 $14,081	48 $11,582	48 $12,226
Freezers	16 $7,001	24 $10,657	26 $12,766	30 $15,558
Microwave Ovens	210 $37,225	156 $34,782	87 $21,636	69 $19,328
Ranges, Electric	39 $14,718	46 $16,233	56 $17,604	81 $27,901
Refrigerators	95 $51,635	148 $80,808	188 $100,976	247 $129,154
Room Air Conditioners	52 $20,528	96 $35,108	181 $65,910	389 $144,729
Washers, Automatic	95 $30,046	104 $31,586	115 $34,726	129 $39,038
Washers, Other	17 $4,664	29 $7,521	28 $7,052	21 $5,701

*Projection based on 10 months.
**All figures in thousands, number of units exported. Manufacturers' value plus freight and insurance.

IMPORTS

Product**	1985*	1984	1983	1982
Freezers	44 $14,207	96 $21,973	80 $16,710	88 $14,626
Microwave Ovens	13,816 $762,858	4,471 $559,142	2,472 $341,177	1,108 $197,571
Refrigerator/ Freezer Combination (Under 6.5 Cu. Ft.)	972 $60,213	705 $50,146	462 $31,599	430 $29,443
Refrigerator/ Freezer Combination (6.5 to 9.5 Cu. Ft.)	44 $7,064	135 $10,424	103 $7,339	62 $4,961
Refrigerator/ Freezer Combination (9.5 to 13.5 Cu. Ft.)	135 $26,125	217 $29,713	208 $25,481	114 $15,625
Refrigerator/ Freezer Combination (13.5 Cu. Ft. & Over)	21 $9,534	15 $4,672	10 $3,651	2 $696
Total Refrigerator/Freezer Combination	2,389 $102,936	1,072 $94,955	783 $68,070	608 $50,725

*Projection based on 10 months.
**All figures in thousands, numbers of units imported. Dollars paid by importers exluding duty, etc.